

## **REMARKS / ARGUMENTS**

### **Remarks**

The amendments to the claims are not made to overcome the prior art but to more precisely claim the subject matter of the present invention. More specifically, the amendments to the claims are made for the purpose of clarifying the fact that the display device displays at the same time an external display borne by the poster and an internal display which is visible through the optically transparent window of the poster. This was already implicit in claims 1 and 12 since the poster obviously serves to present the display.

### **Claim Rejections – 35 USC § 103**

The Examiner cited U.S. Patent No. 6,593,906 ("Haba et al.") as the reference for the rejection of Claims 1-20 and stated that Haba et al. teaches a display device as claimed in the present application. The rejection is respectfully traversed.

Haba et al. teaches a display apparatus and information display system using the same, where the apparatus includes a projection display device for enlarging and projecting an image from the back side of the display plane, a screen disposed on the front side of the display plane of the device, and a screen driving device. (Abstract; FIG. 1-4; Col. 4 line 31-37).

Claim 1 of the present application, as amended, recites, in relevant part, "at least one a poster which is provided with an optically transparent window and presenting an

external display outside said transparent window; and at least one image-presenting device which presents an "internal" display that can be seen though said window in the poster." Claim 12 of the present application, as amended, recites, in relevant part "A display method for presenting simultaneously in the same display device at least one poster which is provided with an optically transparent window and which presents an external display outside said transparent window, and at least one internal display that is presented on an image-presenting device and that can be seen through said window in the poster."

With respect to Claims 1 and 12, Haba et al. does not teach any simultaneous presentation of a poster and an internal display visible through an optically transparent window of the poster, as claimed in the present application. On the contrary, Haba et al. teaches away from the present invention because Haba et al. teaches to present either posters A, B, or C on the screen **20** or an image on the display plane **11**, shown by the projection display device **10**, which is visible through a window **29** of the screen **20**. (FIG. 3, Col. 4 line 61-67). The posters A, B, or C are visible during daytime, when the poster obstructs the view of the display plane **11** (first state), and the display plane **11** is made visible through the window **29** at night (i.e. when the posters A, B, or C are not visible anymore). (Abstract; Col. 5 line 37- 64; FIG. 9). Hence, Haba et al. does not teach adding an external display to the outside window **29** of the screen **20**, since this

external display would not then be visible to the public. Therefore, Haba et al. does not disclose all of the elements of the present invention as claimed in Claims 1 and 12.

Furthermore, with respect to Claim 1, Haba et al. does not disclose any adjustment means for modifying the position, the shape, or the size of the internal display to correspond with the window in the poster being presented (i.e. the “adjustment means adapted for physically modifying at least one geometrical parameter selected from: the position of the internal display relative to the poster, the shape of the internal display, and the size of the internal display” claimed in Claim 1). The Examiner indicates that Haba et al. discloses “adjustment means” **20**, but the numeral **20** is only the reference number of the screen **20**. The screen **20** simply enables the masking of the internal display **11** during the day, while presenting displays A, B or C, which does not disclose or teach using adjustment means to adjust the internal display to correspond to the window of the poster.

Since all of the elements of the present invention defined in Claims 1 and 12 are not disclosed by Haba et al., the Applicants respectfully submit that Claims 1 and 12 define subject matter that is novel, as do Claims 2-11 and 13-20 by virtue of their dependency therefrom.

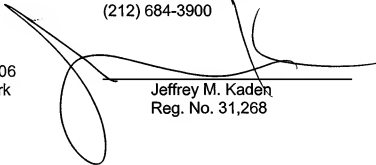
In summary, Applicants submit that all the claims now pending in the application, are directed to allowable subject matter.

Early and favorable action is respectfully requested.

The Examiner is authorized to charge any additional amount necessitated by this reply, including any charges for extensions of time to allow consideration of this or any future reply requiring a petition for an extension of time, to deposit account 07-1730, Docket 6604/002. This authorization should be treated as a constructive petition for such extensions of time, if any, as are necessary.

Respectfully submitted  
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